

What is claimed is:

- 1 1. A method of a mediator carrying on a communication with
2 a client terminal having a client identifier address,
3 including:
4 a) initializing a communication with the client
5 terminal, including associating a particular reply
6 address to which a reply to a message needs to be
7 directed, including selecting the particular reply
8 address from a multiplicity of addresses at which
9 the mediator receives replies;
10 b) sending at least one message to the client terminal
11 that includes the particular reply address;
12 c) receiving a reply to the at least one message from
13 the client terminal at the particular reply
14 address, the reply including the client identifier
15 address;
16 d) storing the reply in a matrix, the matrix including
17 a first axis indexed by client identifier address
18 and a second axis indexed by reply address; and
19 e) evaluating the reply using the client identifier
20 address and the reply address at which the reply is
21 received.
- 1 2. The method of claim 1, wherein evaluating the reply
2 further includes analyzing the semantics of the reply.
- 1 3. The method of claim 1, wherein initializing a
2 communication is responsive to a set up request that
3 identifies the client terminal and a particular service
4 provider.

- 1 4. The method of claim 1, further including tracking which
2 of the multiplicity of addresses are currently available
3 for use, and initializing a communication further
4 includes selecting the particular reply address from
5 those addresses which are currently available for use.
- 1 5. The method of claim 1, wherein sending a message to the
2 client terminal includes sending an SMS message which
3 capable of being responded to with a single character
4 reply.
- 1 6. The method of claim 4, wherein the at least one message
2 includes a plurality of messages, the communication
3 includes a plurality of message and reply exchanges, and
4 initiating a communication includes associating
5 different reply addresses with each different message.
- 1 7. The method of claim 4, wherein initializing a
2 communication further includes selecting the particular
3 reply address at random from those addresses which are
4 currently available for use.
- 1 8. The method of claim 5, wherein the matrix further
2 includes a third axis indexed by the single character
3 reply.
- 1 9. The method of claim 6, whereby evaluating the reply can
2 proceed even when the different replies are received in
3 a different order than the exchanges are initiated.

1 10. The method of claim 5, wherein the mediator is
2 simultaneously communicating with a plurality of other
3 client terminals each having a different client
4 identifier address.

- 1 11. A mediator that controls communications with a client
2 terminal having a client identifier address, the
3 mediator including:
- 4 a) a multiplicity of addresses at which the mediator
5 is capable of receiving communications from the
6 client terminal;
 - 7 b) logic and resources adapted to
 - 8 i) initialize a communication with the client,
9 including associating a particular reply
10 address to which a reply to a message needs to
11 be directed, the particular reply address
12 being selected from the multiplicity of
13 addresses,
 - 14 ii) send at least one message to the client
15 terminal that includes the particular reply
16 address,
 - 17 iii) receive a reply from the client terminal to
18 the at least one message at the particular
19 address, the reply including the client
20 identifier address,
 - 21 iv) store the reply in a matrix, the matrix
22 including a first axis indexed by client
23 identifier address and a second axis indexed
24 by reply address, and
 - 25 v) evaluate the reply using the client identifier
26 address and the reply address at which the
27 reply is received.
- 1 12. The mediator of claim 11, wherein the logic and
2 resources to evaluate the reply further analyzes the
3 semantics of the reply.

- 1 13. The mediator of claim 11, wherein the logic and
2 resources to initialize a communication includes logic
3 and resources to associate a different particular reply
4 address to each message when the at least one message
5 includes a plurality of messages and the communication
6 includes a plurality of message reply pairs.
- 1 14. The mediator of claim 13, whereby the logic and
2 resources are adapted to process replies to messages
3 even when the different replies are received out of
4 order from the different messages.
- 1 15. The mediator of claim 13, wherein the logic and
2 resources further includes logic and resources to track
3 which of the multiplicity of addresses are currently
4 available for use, and logic and resources to initialize
5 a communication further includes logic and resources to
6 select the particular reply address from those addresses
7 which are currently available for use.
- 1 16. The mediator of claim 11, wherein the logic and
2 resources to initialize the communication is adapted to
3 be responsive to a set up request that identifies the
4 client terminal and the particular service provider.
- 1 17. The mediator of claim 15, wherein the logic and
2 resources to select the particular reply address from
3 the multiplicity of addresses chooses the selection at
4 random.

- 1 18. The mediator of claim 11, wherein the client identifier
2 address is chosen from the group consisting of a
3 client's A-subscriber's number, Calling Line Identity,
4 e-mail address and IP address.
- 1 19. A method of a mediator authenticating a client, the
2 client using a mobile telephonic device capable of
3 sending and receiving SMS messages and having a client
4 identifier address, the mediator performing acts
5 including:
6 a) assigning a unique reply address to an SMS message
7 from a multiplicity of available reply addresses;
8 b) sending the SMS message to the client at the client
9 identifier address; and
10 c) authenticating the client if a reply to the SMS
11 message is received at the unique reply address.
- 1 20. The method of claim 19, wherein the unique reply address
2 is assigned at random from among the multiplicity of
3 available reply addresses.
- 1 21. The method of claim 19, wherein the method further
2 includes storing the reply in a matrix including a first
3 axis indexed by client calling line identifier number
4 and a second axis indexed by reply address.
- 1 22. The method of claim 19, wherein the mediator includes a
2 network server programmed to perform the method.

1 23. The method of claim 19 wherein the client's identifier
2 address includes an identifier chosen from the group
3 consisting of a client's A-subscriber's number, Calling
4 Line Identity, e-mail address and IP address.

1 24. A method of a client using a client terminal device
2 having a client identifier address communicating with a
3 service provider through a mediator, including the acts
4 of:
5 a) sending an inquiry pertaining to the service
6 provider to the mediator using the client terminal
7 device;
8 b) receiving at least one message responsive to the
9 inquiry from the mediator, the at least one message
10 having an associated reply address;
11 c) composing a reply to the at least one message; and
12 d) sending the reply to the associated reply address.

1 25. The method of claim 24 wherein the inquiry and reply are
2 SMS messages.

1 26. The method of claim 24 wherein the at least one message
2 is in a form that is capable of being responded to with
3 a single character response, and wherein the act of
4 composing includes choosing the single character
5 response.

1 27. The method of claim 24 wherein the at least one message
2 is in a form that is capable of being responded to with
3 a number and wherein the act of composing includes
4 choosing the number.